



SALES TRAINING

WHAT IS CONTRA VISION?

It is a Product, not a Process
based on a Transparent Substrate (rigid sheet or plastic film)
with an opaque Silhouette Pattern,
onto which is exactly superimposed a
Design on one side, not visible from other side, or
a Design on both sides
neither visible from the opposite side

LIGHT REFLECTS
OFF DESIGN

CLEAR VISION THROUGH
BLACK DOT SILHOUETTE
PATTERN

LIGHT PASSING BETWEEN
DOT SILHOUETTE PATTERN

LAYERS OF INK IN
EXACT REGISTRATION
FORMING DOTS

TRANSPARENT PANEL

HOW CONTRA VISION FUNCTIONS

**THE PRODUCT
CONTRA VISION**

enjoys a

MONOPOLY

status

by virtue of its

PATENTS

assisted by

TRADE MARKS

and

KNOW-HOW

While always emphasising our monopoly to others,
we should also try to maximise effort upon

RESEARCH

PRODUCT DEVELOPMENT

PRODUCT APPLICATION DEVELOPMENT

MANUFACTURING EFFICIENCY

MARKETING

SALES

CUSTOMER SERVICE

THE CONTRA VISION PATENTS

identify 36 distinct Vision Control Options

which are determined by the

- * Silhouette Pattern % Opacity,
- * Design, especially Colours on one or both sides
- * Illumination to either side.

The patents have

PRODUCT CLAIMS

as well as

METHOD CLAIMS

The product claims protect Contra Vision products,
whatever method of production is used.

EXACT REGISTRATION PRINTING is required to print
a design which is not visible from the other side of
a transparent panel.

Our production methods are apparently the first and
only means of EXACT REGISTRATION PRINTING in the
2000 years since the Chinese invented printing.

The Trade Mark

'CONTRA VISION'

is registered internationally

The Trade Mark

'FUNGLASSES' OR 'CONTRA VISION FUNGLASSES'

is being registered internationally

CONTRA VISION

is v ry unusual in b ing a

"PURE INVENTION"

not invented to solve a particular problem and is
therefore not limited in its application or vulnerable
to being superseded by alternative technology.

However

Pure inventions do not have any ready-made markets

MARKETS NEED TO BE CREATED

MISSIONARY TASK

We need to market and sell with missionary zeal -
to convert customers from other types of spend to

CONTRA VISION, "THE NEW COMMUNICATIONS MEDIUM"